

CLAIMS

What is claimed is:

1. A method of sharing revenues generated from sales of banners that are affixed to truck bodies, comprising the steps of:

(a) a manufacturer of the truck bodies manufacturing the truck bodies with mounting hardware for the banners;

(b) the manufacturer receiving a share of revenues from sales by a banner seller of banners to be affixed to truck bodies made by the manufacturer with the mounting hardware for the banners.

2. The method of claim 1 and further including the step of affixing to the banners mounting hardware that mates with the mounting hardware on the truck bodies made by the manufacturer.

3. A method of sharing revenues generated from printing banners that are affixed to truck bodies, comprising the steps of:

(a) a manufacturer of truck bodies manufacturing the truck bodies with mounting hardware for the banners;

(b) a printer printing the banners and sharing with the manufacturer a portion of the revenues the printer receives for printing the banners.

4. The method of claim 3 and further including the step of affixing to the banners mounting hardware that mates with the mounting hardware on the truck bodies.

5. A method of facilitating banner advertising on truck bodies, the banner advertising comprising affixing banners to the sides of the truck bodies, the method comprising the steps of:

- (a) storing in a database information identifying owners of truck bodies having mounting hardware for the banners who have agreed to make their truck bodies available for banner advertising and information concerning those truck bodies;
- (b) accessing the database to identify one or more truck bodies which have been made available for banner advertising.

6. The method of claim 5 wherein the information stored in the database concerning the truck bodies includes information concerning time periods during which banner advertising has been booked to run on truck bodies and the method further includes the step of determining from that information concerning the time periods during which banner advertising has been booked to run on truck bodies whether a truck body is available for banner advertising for a particular time period.

7. The method of claim 5, and further including the step of establishing an Internet accessible web site, the step of storing in the database information identifying the owners of truck bodies who have agreed to make the truck bodies available for banner advertising and information concerning those truck bodies including providing a registration screen on the web site for the truck owners to complete to provide such information and storing the information provided by the truck body owners on the registration screen in the database.

8. The method of claim 7 wherein the step of accessing the database to identify at least one of the truck bodies on which to affix a banner includes providing a inquiry screen on the web site by which an inquiry can be submitted and the step of determining the one or more truck bodies that have been made available for banner advertising includes doing so in response to the inquiry and displaying results of the determination on a results screen on the web site.

9. A method of facilitating banner advertising on truck bodies, the banner advertising comprising affixing banners to the sides of the truck bodies, the method comprising:

- (a) establishing an Internet accessible web site having a registration screen, an inquiry screen, and a results screen;
- (b) truck body owners who wish to make truck bodies that they own available for banner advertising registering their truck bodies via the registration screen by filling in on the registration screen registration data relating to the truck bodies;
- (c) storing the information provided by the truck body owners via the registration screen in a database; and
- (d) media buyers who wish to run a banner advertisement on truck bodies accessing the database via the inquiry screen to determine of truck bodies that have been made available for banner advertising.

10. The method of claim 9, and further including the step of when banner advertising is booked for a truck body, storing in the database information concerning time periods that the banner advertising has been booked to run on that truck body, the step of determining availability of truck bodies for banner advertising including determining whether the truck bodies are available for banner advertising for particular time periods based on the information stored in the database concerning time periods that banner advertising has been booked to run on the truck bodies.

11. The method of claim 10 and further including the step of providing an order screen on the web site for media buyers to use to place orders for banner advertising on truck bodies.